

Staff Summary Report



To: Mayor and City Council
Through: City Manager

Agenda Item Number 47
Meeting Date: 01/25/01

SUBJECT: CHEVRON EXTRA MILE #DRB00275

PREPARED BY: Steve Venker, Principal Planner (480-350-8331)

REVIEWED BY: Dave Fackler, Development Services Manager (480-350-8333)

BRIEF: Request by Chevron Extra Mile to appeal Design Review Board Condition of Approval #1 for the freestanding signs at 1808 East Broadway Road.

COMMENTS: **DESIGN REVIEW APPEALS (0102-05-03)** Request by **CHEVRON EXTRA MILE** (Center Trust Inc., property owner) #DRB00275 to appeal Design Review Board Condition of Approval #1 for the freestanding signs located at 1808 East Broadway Road.

Requested Appeal of Condition of Approval

1. Modify signs a. to utilize 50% of each sign to identify price information. The remaining 50% of each sign to be used to identify the name of the store and Chevron, in a stacked configuration.

Document Name: 20010125devsrh15

Supporting Documents: Yes

SUMMARY: The applicant proposes to install two (2) freestanding business identification/gas price signs at the new Extra Mile convenience store located at the northeast corner of McClintock Drive and Broadway Road. Three panels of equal size will identify the convenience store, the brand of gas, and the prices of the fuel on sale. At the Design Review Board meeting, the applicant gave a detailed presentation about the Extra Mile convenience store. This led the Design Review Board to question the equal size of the three panels on the sign, since Chevron gas is a product for sale rather than a tenant in the building. The Board directed the applicant to change the layout of the signs so that one half of the sign area is utilized for gas price information and the other half is utilized for business identification and gas product advertising. Staff concurs with the Board's decision and recommends denial of the appeal.

RECOMMENDATION: Staff – Denial of the appeal.
Public – No comment at this time.

- ATTACHMENTS:**
1. List of Attachments
 - 2-3 History & Facts / Description /Comments
 4. Location Map
 5. Site Plan
 6. Sign Drawing
 7. Letter of Appeal
 8. Design Review Board Meeting Minutes – 11/15/2000

HISTORY & FACTS:

August 20, 1980.

The Design Review Board approved the request by Chevron for building elevations, site plan and landscape plan.

April 20, 1988.

The Design Review Board approved the request by Chevron for signage.

May 7, 1991.

The Board of Adjustment approved a variance to eliminate the required masonry screen wall for mechanical equipment (propane tank).

August 18, 1993.

Design Review Board approved a request for canopy-mounted spanners and signage for Bob Stewart Chevron.

October 5, 1993.

The Hearing Officer approved a request for canopy-mounted spanners and signage for Chevron from 50 s.f. to 109 s.f.

August 2, 1995.

Design Review Board approved the request by Chevron for freestanding signage and building mounted lighting.

August 24, 1995.

Design Review Board denied the request by Chevron to appeal the conditions of approval for DRB95188, requiring the freestanding signs not to exceed 24 s.f.

April 28, 1999.

Board of Adjustment approved a use permit to allow a convenience market/gasoline dispensing station for Chevron, subject to conditions. At the same meeting, the Board denied the following variances:

- a. Variance to reduce the required distance for driveway curb cuts from an arterial intersection from 100' to 95' along McClintock Drive (partially resulting from an additional 5' of right-of-way dedication required by the City).
- b. Variance to reduce the required distance for driveway curb cuts from an arterial intersection from 100' to 95' along Broadway Road.
- c. Variance to reduce the required on-site driveway lengths off of Broadway Road and McClintock Drive from 20' to 15' due to an additional 5' of right-of-way required by the City.

June 16, 1999.

Design Review Board approved the site plan, and continued the building elevations, landscape plan and signage for Chevron.

August 4, 1999.

Design Review Board approved the request by Chevron for building elevations, landscape plan and signage.

August 25, 1999.

The Board of Adjustment approved the following request by Chevron:

- a. Reconsideration of the Board of Adjustment's action of April 28, 1999 (BA990013) item (b) denying a variance to reduce the required distance for driveway curb cuts from an arterial intersection from 100' to 95'.
- b. If the reconsideration in (a) above is allowed, then the applicant requests a variance to reduce the required distance for driveway curb cuts from an arterial intersection from 100' to 84' along McClintock Drive to allow the installation of a bus bay north of the driveway cut.

- c. Variance request to reduce the required 6' minimum width of landscaping material along the interior perimeters of the service station site to two (2) feet for that portion of the east lot line abutting the convenience store building.

July 18, 2000.

The Hearing Officer approved the renewal request by Chevron for a use permit to allow a convenience market/gasoline dispensing station.

October 6, 2000.

Staff issued sign permit No. SGN00546 to Chevron for two (2) freestanding business identification/price signs.

October 17, 2000.

Staff issued sign permit No. SGN00569 to Chevron for one (1) building mounted business identification sign.

November 15, 2000.

Design Review Board approved the request by Chevron for building mounted sign and freestanding signage, located at 1808 East Broadway Road.

DESCRIPTION:

Owner - Chevron Products Co.

Applicant – Juan Garcia/Chevron Products Company

COMMENTS:

The applicant proposes to install two (2) freestanding business identification/gas price signs at the new “Extra Mile Market” convenience store located at the northeast corner of McClintock Drive and Broadway Road. Three panels of equal size will identify the convenience store, the brand of gas, and the prices of the fuel for sale. Specifically, the applicant requests approval for the following signage:

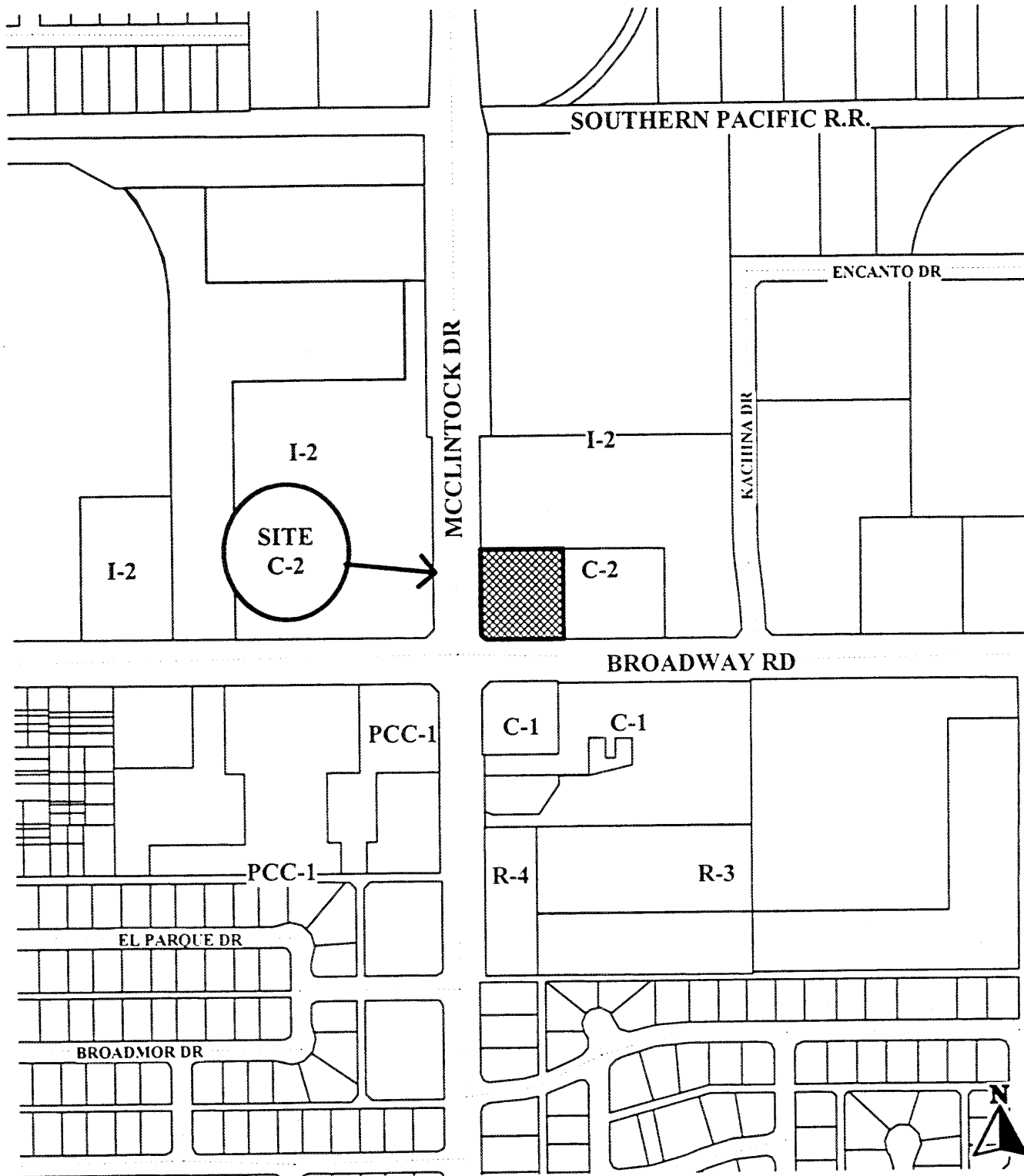
Two (2) 2.83' x 8.25' (24 s.f. each, 48 s.f. total) internally illuminated freestanding business identification/price signs to be located on both the Broadway Road and McClintock Drive street frontages. Each sign will include three (3) separate sign sections as follows; a Chevron logo having black copy on a white background with blue and red chevrons; the price portion of the sign having white copy on a blue background; and the “Extra Mile Market” portion of the sign having red and purple copy on a white background with yellow “EM” logo and red accent.

Note: Each sign will require a variance to allow advertising copy on a freestanding business identification/price sign.

At the Design Review Board meeting, the applicant gave a detailed presentation about the “Extra Mile Market” convenience store. This led the Design Review Board to question the equal size of the three panels on the sign, since Chevron gas is a product for sale rather than a tenant in the building. The proposed design for the sign illustrates an excessive amount of information that causes the signs to appear cluttered, and makes the information difficult to read. In order to clarify the information the Board directed the applicant to change the layout of the sign so that one half of the sign area is utilized for gas price information and the other half is utilized for business identification and gas product advertising. Staff concurs with the Board’s decision and recommends denial of the appeal.

CHEVRON- EXTRAMILE

DRB 00275

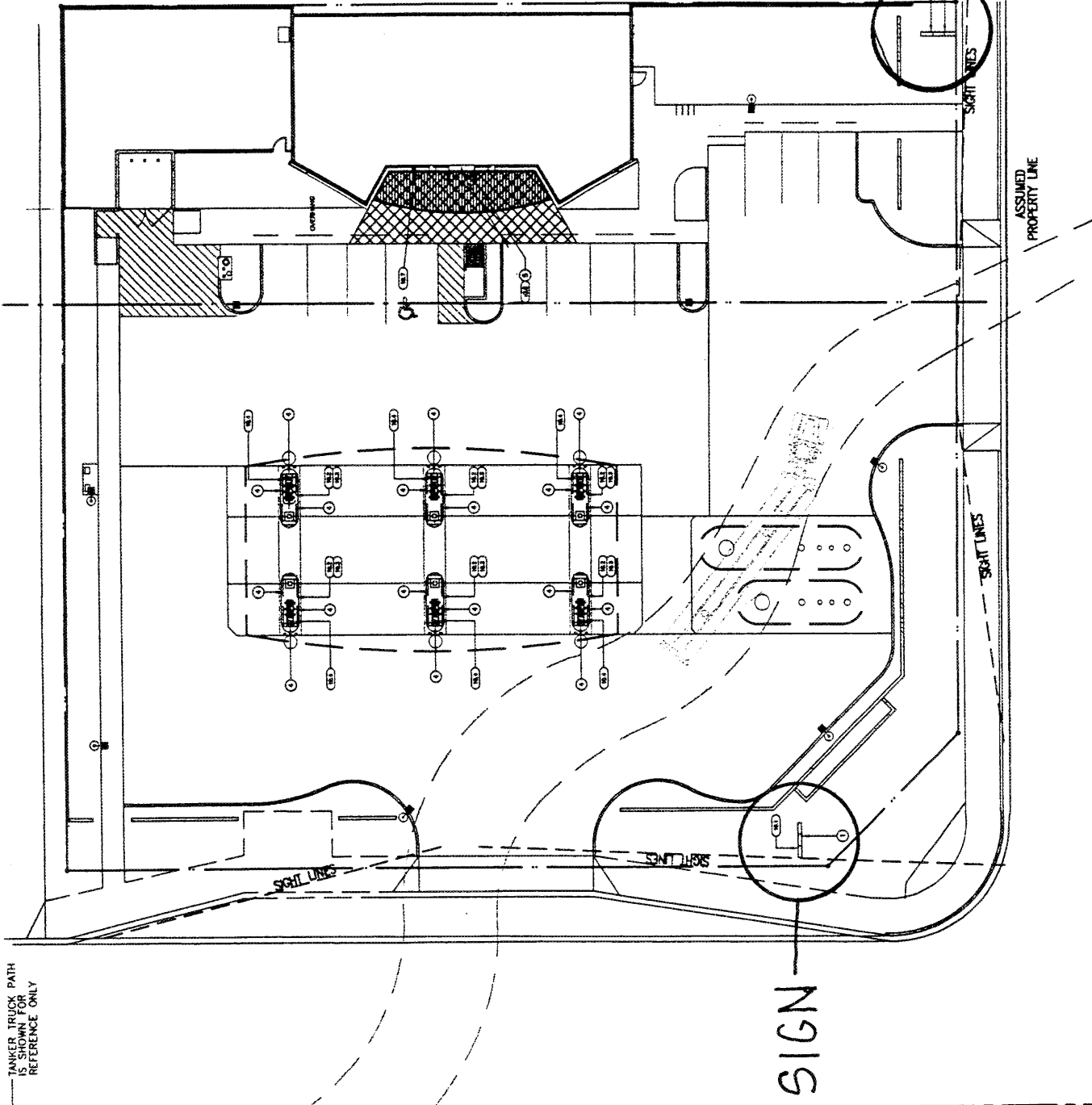


Location Map

TANKER TRUCK PATH
IS SHOWN FOR
REFERENCE ONLY

McCLINTOCK DRIVE

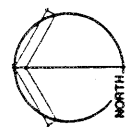
AUG 22 2000



SIGN

SIGN

ALL SIGNAGE SHALL BE UNDER A
SEPARATE PERMIT

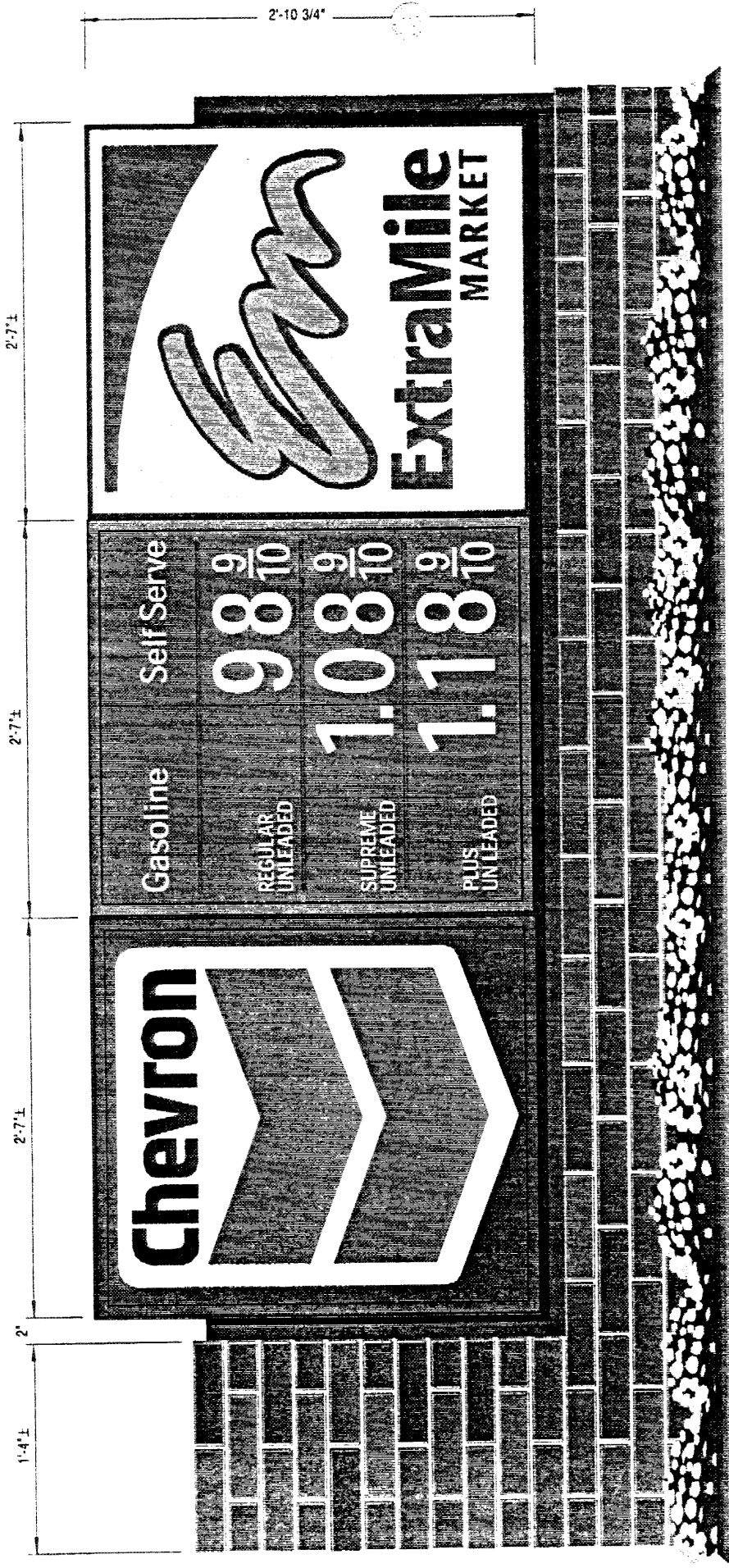


SIGN & STRIPING PLAN

1" = 20'-0"

BROADWAY ROAD





Brick Monument By Others

DOUBLE FACE INTERNALLY ILLUMINATED C-30 MONUMENT SIGN (GRAPHICS ELEVATION) EXTRA MILE GRAPHICS:

CUSTOM COLOR VINYL
TO MATCH PMS 137C
VT-8553 BUTTERSCOTCH

CUSTOM COLOR VINYL
TO MATCH PMS 221C
VT-8630 BURGUNDY

CUSTOM COLOR VINYL
TO MATCH PMS 669C
VT-8550 PURPLE

WHITE

Background opaque beige Lacryl L5-9358.
All decoration second surface.

EMBOSSING DETAIL

FLAT BURGUNDY AREA

WHITE LOGO BACKGROUND
EMBOSS 3/4"
FLAT AREA OF RAISED
SURFACE DECORATED
WITH APPROPRIATE COLOR
RETURNS DECORATED WHITE

WHITE LOGO BACKGROUND
EMBOSS 3/4"
FLAT AREA OF RAISED
SURFACE DECORATED
WITH APPROPRIATE COLOR
RETURNS DECORATED WHITE

CUSTOMER APPROVAL

BY: _____ DATE: _____

Design No. 26960

Scale 1" = 1'-0" Date 5-26-99

Created for the approval of:

CHEVRON

THIS DESIGN REMAINS OUR EXCLUSIVE PROPERTY AND
CANNOT BE DUPLICATED WITHOUT WRITTEN CONSENT

The International Sign Service

Drawn by: S. HAWKE





Chevron

Chevron Products Company
Retail Marketing
Sales – West
145 S. State College Blvd., Suite 400
P.O. Box 2292
Brea, CA 92822-2292
Phone 714-671-3200

November 27, 2000

City of Tempe
Attn: Ms. Kathy Matz, City Clerk
P.O. Box 5002
Tempe, AZ 85280

Re.: DRB00275 – Chevron – Extra Mile, 1808 East Broadway Road

Dear Ms. Matz,

Our company appeared before the Design Review Board on November 15, 2000 regarding a freestanding monument sign. While we appreciate the DRB's consideration, the outcome was less than satisfactory for our project.

Our proposed freestanding monument sign is in compliance with city standards and municipal code in all respects. Gas and convenience store brands are equally important in identifying a store business. We operate employing the same approach of dual store and gasoline sales as Arco-AM/PM, Unocal-CircleK, Texaco-StarMart, and others. The proposed sign was aesthetically designed by professional sign consultants, which resulted in standardized dimensional elements. There was no aesthetic rationale for the Design Review Board to require our sign to be reconfigured.

Therefore, pursuant to the City of Tempe appeal process, it is the desire of our company to have our matter heard before the Honorable City Council. Please find enclosed a check in the amount of \$300 for the application.

We look forward to hearing from your office regarding our scheduled public hearing date. Feel free to call either me or our representatives at Pearson's Signs, as noted below, regarding any questions or concerns you might have. My phone number is (714) 671-3330.

Very truly yours,

A handwritten signature in black ink, appearing to read "Juan M. Garcia", written over a horizontal line.

Juan M. Garcia
Community Development Representative

Continuation

**City of Tempe Appeal Letter – November 27, 2000, DRB00275-Chevron – Extra Mile, 1808
East Broadway Road**

Cc: The Honorable Mr. Neil G. Giuliano – Mayor, City of Tempe
Mr. Al McRoberts – Pearson's Sign Company
Mr. Rory Kelley – Pearson's Sign Company
Mr. Mike Jamison – Pearson's Sign Company
Mr. Terry Mullins – Tempe Deputy Director
Ms. Dana Devore – Chevron Products Company
Mrs. Karen Easton – Chevron Products Company



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Phone 714-671-3200

November 28, 2000

City of Tempe
Attn: Ms. Kathy Matz, City Clerk
P.O. Box 5002
Tempe, AZ 85280

Re.: DRB00275 – Chevron – Extra Mile, 1808 East Broadway Road

Dear Ms. Matz,

This letter serves to further clarify the requested appeal. Specifically, we appeal condition number one of the November 17, 2000 letter (attached).

The condition requires we “modify signs to utilize 50% of each sign to identify price information, and further use the remaining 50% of each sign to identify the name of the store (“Extra Mile Market”) and Chevron, in a stacked configuration.”

Thank you very much for your consideration.

Very truly yours,

A handwritten signature in black ink, appearing to read "Juan M. Garcia".

Juan M. Garcia
Community Development Representative

Cc: The Honorable Mr. Neil G. Giuliano – Mayor, City of Tempe
Mr. Al McRoberts – Pearson’s Sign Company
Mr. Rory Kelley – Pearson’s Sign Company
Mr. Mike Jamison – Pearson’s Sign Company
Mr. Terry Mullins – Tempe Deputy Director
Ms. Dana Devore – Chevron Products Company
Mrs. Karen Easton – Chevron Products Company

DRB00275 CHEVRON - EXTRAMILE

(Building mounted sign and freestanding sign)
1808 East Broadway Road
C-2, General Commercial District

Steve Venker presented this case.

Juan Garcia of Chevron Products Company represented this case.

There was a discussion:

Mr. Garcia: First, I want to thank the Board for allowing me to return to go ahead and try to convey the message behind our ExtraMile Market brand offering. What I'd like to do is I'd like to go ahead and use the screen here....can I borrow your....thank you very much. What I'd like to do is I'd like to just basically convey to you the type of sign that we're trying to have approved by the Honorable Board, and that is this 3-panel sign right here where we have the Chevron logo hallmark and then the lit price sign and then the ExtraMile Market panel sign which is extremely important to our business. It is, in fact, a whole new concept, it's a whole new strategy that Chevron is taking on and as I indicated at the previous meeting we are in the process of getting this trademarked and we do have the trademark pending right now. What I'd like to do is I'd like to really just try to convey to you the importance of having this particular logo right here, because without it, it's very difficult for us to convey to the public and our consumers that we do have an ExtraMile Market right there. And, I know that last time when we did meet, I was asked to come back and explain, what is it that would bring people to an ExtraMile Market versus going to an Arco AM/PM or a 7-Eleven Citgo, the Tosco Circle K, any of those right there. There isn't really too many one item things that would actually bring a person to an ExtraMile Market, but here's what we ended up doing. I went back and I spoke with our ExtraMile Market brand manager, we actually have a brand manager who is in charge of this entire project right here, and trying to watch this strategy move forward. And, what they did was they went out and they did several hundreds of surveys across the nation. They talked with consumers; they talked with people who work in the stores; they went out and they surveyed 7-Elevens and the Circle Ks and they went and found what the best elements were of all those operations right there, and they tried to go ahead and package them as one. And, they ended up coming up with this ExtraMile Market concept because, in fact, what we're doing is we are going the extra mile for our consumers and for also the employees we have at those locations. One of the things that happened a couple of months ago was we actually were featured in Convenience Store News, and I'm going to pass this around to you. I was going to have extra copies of this made, but unfortunately I wasn't able to get the copyright people to allow me to make these extra copies for you. But what I'd like to do is I'd like to just go ahead and maybe talk a tiny bit about some of the things that are highlighted in this particular publication right here. It does begin on page 28.

In going through with this particular program, what we ended up doing was, we ended up thinking about the important elements of having this particular type of market. And, again, why would it be that somebody would want to go to our ExtraMile Market? And, what we ended up finding was that people are out there looking for convenience...you, myself, people in the audience, we're all looking for easy convenience. And one of the other aspects of it is that people are looking for safety and security when they go to these convenience stores. In terms of the convenience and the drive up and everything, as you can see what we've done with these ExtraMile Markets, is we've gone ahead and set them up in a fashion that people can drive up from the islands after having pumped their gasoline and come up right up to the front right there, pop out of their cars, and the go right into the front right here. At the center of the opening right there, when you open the doors right there, as soon as you come

through you're going to have an employee who is going to greet you in a very friendly manner. We have gone through and made sure that we have a very thorough screening process in hiring employees, and I don't know if you've had the opportunity to go and visit the one that just did open up right there at Broadway and McClintock, but that is what you're going to find to be the case when you walk through those doors right there. And then, last time when I was here, I also mentioned to you that, as you walk through those doors, as I had walked through the doors just a couple of weeks ago when I went to an ExtraMile Market for the first time in Tucson, was I walked in and I said "My gosh, this is really nice. This is an upscale convenience store market." That's another thing that we wanted to convey to the consumers and to the public out there, and that's one of the things that you're going to find when you go to any of our brand new ExtraMile Markets. You're going to walk in and you're going to notice immediately the beautiful architecture, the interior red redesign, all the features that have been considered for this particular market right here.

Another thing that you're going to find is that it's extremely clean. I walked into, I don't usually go to a lot of convenience stores, but I needed to go ahead and do my homework, so I went out and visited some of the other convenience stores, not only right here in Tempe and in Tucson, but also in Southern California as time permitted. And, one of the things I found to be extremely different between the ExtraMile Market and any of the other convenience stores is the fact that these are extremely clean. I mean you go in there and you're not going to find any rubbish, any papers or anything on the floor, you're going to find employees that are picking up after consumers, customers, you're going to find a very pleasant clean atmosphere. So much so, that when you go in there and you purchase one of our products, say you want to go in there and one of the things that we do offer that not all of the convenience stores offer are fresh baked goods on a daily basis. You go in there and you'll see a nice display of fresh baked goods that are made on a daily basis and brought into our store; we don't make them on the premises themselves. And, we also have this Suava Java, gourmet brand coffee that was developed in-house by a team of coffee consumers if you will. Again, that right there is not something that's unique to Chevron or the ExtraMile Market. You're going to find other stores that have probably done something like that, but a lot of time and effort went into making sure that we came up with some type of offering that was going to be a little more unique than the other ones out there. And, I am a coffee drinker and I do notice a big difference between drinking the Suava Java and most of the ordinary coffees that you go out there. And, then on top of that, you can go ahead and we have the coffee bar where you can add a little flavoring to your coffees. I don't know that all of the convenience stores do something like as well.

Again, what we've done is we've gone ahead and we've put together the best elements of all of the convenience stores that are out there to come up with a package that consumers are going to go out of their way to shop at our store for. So then we also have the cappuccino machine, we have the espresso bar, we have the fresh fruit. There are the stores out there that have fresh fruit offerings, but not all of them do. Then we have the sandwiches, the deli bar that we have right there. One of the things that you're going to find is when you go to most of the other convenience stores you're going to find people who have and stores who have the baked goods and what have you, but you're going to find that they're packaged, they're pre-packaged and when you come over to our store it's all going to be fresh that day right there.

The sandwiches, those are going to be purchased from local vendors within the city of Tempe or Phoenix, and those sandwiches are going to be brought in on a regular basis for our consumers. We have the egg rolls that are made on a regular basis, we have quality frankfurters that you don't find at other convenience stores.

I'm not going to talk about the specifics about who offers what and things like that. What I'm trying to convey to you again is that this right here is very unique. It's just very different. The gondolas where

we display all of our products and what have you, you're going to find that they're lower, and the reason that they're lower is for safety and security. Not only are employees who work in the stores, but also the consumers, with you in mind, and people in the audience, same thing. We want to make sure that when people walk in there and want to find something that they're going to be able to look around very easily, they're going to identify a certain section of the store where they can go and they purchase the goods that they need immediately. And if they can't find them, right there at the center, as you walk in, you have our employees who are going to greet you and they're going to ask you if there's something specific that you're looking for and they're be able to go ahead and tell you exactly where to go to find them.

Another thing that you're going to find is, and it was interesting because I needed to go to the men's room at one of the places, and they didn't have a men's room for the public, they didn't have a restroom for the public right there. You walk into ours right here, you're going to have a restroom for both male and females, separate facilities and again, extremely clean, because our employees are hired and screened extremely well. We want to make sure that we're going to have a top-notch, quality operation. Again, very upscale. We have the tables, as I indicated before, where you can sit down right there inside the store and sit down, drink your coffee, eat your fresh baked good, or sit down and have your Coke, Seven-up, whatever the case may be, with the sandwiches that you end up buying right there.

Again, what we've done is we've really tried to put a package that is going to be recognized nationwide, and it has been recognized nationwide by the convenience store industry. What I've done is I've gone ahead and I've gotten a little package right here that I'd like to kind of walk through and pass these through to staff please if you will. Thank you.

This isn't identical to the one that you have right there, but if you drive up right here you can see that our windows right here don't have all of the advertising you're going to find at most of the convenience stores right here. Again, we do it for a couple of reasons. One is primarily for safety. Another is so that customers can see what's going on in there.

There's nothing unique right here as you walk in right here. It's basically the same types of offerings, it's just displayed a little differently than when you walk into one of the other convenience stores. OK, on this page right here as you can see we do have the offering of the fresh baked goods on a daily basis. Here's the flavorings for the coffee bar. And over here is where you'll find the frankfurters, the hot food, the egg rolls that are going to be prepared there on a daily and regular basis.

If you'll notice, I mean, look at the feature right here, in terms of the ceramic tiles and things like that. There is a lot of attention to detail that went into this particular design together. Walk into any of the other convenience stores, you're going to find just the regular old vinyl tile types of flooring over here. This is very nice ceramic tile that's gone into these stores right here.

Some of the stores we do go ahead and we offer a wine selection. And that's one of the things that you're going to find also that's unique about our ExtraMile Market, is that what we're going to do, is we're going to on a regular basis be making changes to our food offerings. We're not going to stick with just one brand offering, or product offering, and say take it or leave it. We're going to change it, it's going to be based on the demographics of the area, and what our consumers are asking for.

Again, there's really nothing that we're offering right here that the other convenience stores are not offering, but you'll find the displays are a lot cleaner, a lot nicer.

This right here is unique, and if you have children, then they're going to like it quite a bit because we do have the bulk candy sales right here.

That is really basically about it. Unless my folks who are helping me with the presentation can think of other things. But again, the thing that I wanted to convey to you is the fact that we do have something that is a lot different than most of the other convenience stores. And, we really do need your vote in our favor in order to move forward with this particular concept and strategy. It is very critical to our operations and if you would please see it in your minds to rule in our favor, we'd greatly appreciate it. Do we have any questions?

Steve Bauer: Thank you Mr. Garcia. Any questions of the applicant before we go to staff's report? Mr. Venker?

Steve Venker: Thank you Mr. Chairman. I appreciate all the information that Mr. Garcia has been able to share with you tonight. It goes directly to the conversations that we were having amongst ourselves when we first saw this submittal. We were trying to determine what is the main effort here; is it to identify this as a Chevron gas station, or identify this as a convenience store? I believe that Mr. Garcia's information tonight exemplifies the effort to identify this as a convenience store. Given that situation, I tend to want to suggest to the Board that you do consider the recommendation that we've given you, which is to take the sign area and split it in half so that 50% of the sign area is utilized as price information and the other half is used to identify the site as an ExtraMile convenience store, and that the Chevron gasoline information somehow be incorporated into the gas price sign or be eliminated from the freestanding signs, and that the gas information be illustrated or displayed at the fuel dispensers.

Mr. Garcia: Might I say something, if it's OK with you?

Mr. Bauer: Sure.

Mr. Garcia: We would actually go ahead and want to consider staff's recommendation. The difficulty that we're having is that, if we take this right here and we end up stacking the Chevron hallmark logo on top of the ExtraMile Market logo, it actually ends up diminishing what we're trying to convey. Primarily, because of the fact that this right here would be scaled down to something about this big, which would be extremely difficult to be able to read from the street. If there was another way that we could go along with staff's recommendation, we would certainly try to do it because, believe me, we want to be good citizens, we want to be better than most other business citizens in the City of Tempe. And, we've looked at this right here, we've tried to come up with another way of addressing the concern, but quite frankly, it's just very difficult. And, aside from the fact that it's going to, again, diminish the effectiveness, one other thing that it's going to do is it's going to cost us probably an additional, probably \$15,000 to have these custom made, because as I mentioned to you previously, well, it's not an easy task for us to go and just pull a sign from a shelf and things like that. These things right here do have to go out for custom making, if we depart from these standard dimensions. But again, we're really losing the effectiveness in being able to attract the customer by having to cut this in half, and I would really, honestly, I would do what I could to go along with staff's recommendation, but it's difficult.

Mr. Venker: Mr. Chair, to clarify my suggestion to the Board at this time, it is a revision to condition #1, and my suggestion at this time is to follow Mr. Garcia's lead and emphasize ExtraMile Market, to effectively enlarge that portion of the sign, and to effectively reduce the Chevron logo that's on this sign before you tonight, so that the price information portion and the ExtraMile Market portion become the sign, and that the Chevron logo be minimized or eliminated from this sign. I think it can be.

incorporated somehow into the price portion of the sign. But I agree with Mr. Garcia, if we were to take one half of this sign area and stack the Chevron over the ExtraMile, the effectiveness of both is going to be diminished, and we don't want that. Visually, that is going to look bad.

Mr. Garcia: I hate to be a complainer and a whiner, but there's just one more thing. And that is, ok, here's a photo that was taken yesterday of the current location. And as one can see right now, we've lost our blue striping that we have across the fascias of our standard Chevron service stations. We no longer have the bug right here that you're accustomed to seeing, and we've pretty much lost the identity and the Chevron gasoline offering is also extremely important. So I would very much appreciate it if we could somehow just keep those three elements.

Mr. Regner: Mr. Chair?

Mr. Bauer: Let me make a comment first. I understand where Mr. Venker is coming from and I appreciate that offer. I visited the site, and maybe I'm not a typical consumer, I don't know. But I would not stop at a convenience store myself if I was not getting gasoline as well. So to me the most important aspect of a gasoline convenience store facility is the gasoline, and I shop gasoline, but I also have preferred brands as well. I would have a grave concern, as I think probably Chevron fuels would, if we didn't have Chevron identified here somewhere in a relatively prominent manner because people driving or traveling who aren't familiar with our city and driving on Broadway Road looking for a Chevron because that's the credit card they have, I would have some concern about that. But that said, in visiting the site, it is a convenience store, it is different, but then so in my mind so is certain Arco AM/PMs, some of the newer ones, and some of the Mobil's on the run. Those are all different in concept and design and sometimes in offerings as well. So at this point, I am not completely convinced that we need to have the sign as presently proposed by the applicant. I certainly am not convinced that we need to reduce the Chevron and the ExtraMile both by one half, and leave the price information as currently proposed, because I do think that would diminish both of the offerings on this property. However, I'm also not going to support the sign as currently proposed either. If we were to stack the existing signs one on top of the other, whether it's ExtraMile on top of Chevron or Chevron on top of ExtraMile, we'd have an overheight sign and I know we can't do that. So that's a circumstance that causes me additional concern. Mr. Regner?

Mr. Regner: Mr. Garcia, I also went and visited the store and I did think it was very nice. I think the tile, the layout was very nice. I bought a couple doughnuts. I think that Chevron has taken a lot of care to design this and they've done a nice job in doing that. However, where I am having a difficult with the sign aspect of this is, well you might help me by giving me some indication of how you are going to be advertising or marketing this in the media. Do you have or does Chevron have a significantly increased advertising budget that is going to promote ExtraMile Markets in their advertising when they advertise gasoline?

Mr. Garcia: I can't answer that, because I really don't know. I would venture to guess that for the immediate area, we're not going to be doing any type of advertising. What we're planning on doing at least initially is we're going to have the employees give out special offerings.

Mr. Regner: But that's when you're already there, ok. So, where I'm having a difficult time is that you are making the case you need something on the road that when people are driving by they are going to recognize as an ExtraMile Market and they will want to stop there because of the service and the products and the experience there. Yet, they aren't going to know what that is until they have stopped there, because there's nothing going on in your advertising that is going to tell them that this going to be a different experience. So, it's not like I'm going to be driving down the street, and go " Oh, ExtraMile Market. I saw that on TV, I'd like to go see what that's all about," and go in and check it

out. That's not happening. However, somebody who has stopped there, gone in, and been just really impressed by it, is going to go "ExtraMile Market. Hey, I know what that is. I'm going to stop there." And so, I think you've made an excellent case that Chevron is doing something upscale, and it's nice, they want their customers to have this experience so that they come back to their stations. They are coupling with Chevron gas and this upscale convenience store, and I think that is a strong marketing move on their part. However, I don't see that you have made the case that a sign on the street is going to pull them in or not, at least not a sign of the nature that you are requesting. If ExtraMile Market becomes part of the experience, something they are associating with, the experience that they've had in a previous location, it is not going to take that kind of a sign to do it. You could have the Chevron shield there, with a little EM logo on it that would tell me as I'm driving by that that's a Chevron with an ExtraMile Market, because my eye is going to go very quickly to the store. And that's where it always goes when I'm driving and looking for a gas station that's going to have a convenience store, because there are some that still don't have a convenience store and if I want this soda, and I do stop for a soda even when I don't need gas, and I'll look and "is there a convenience store there that I can go in and get a soda?" It is nothing for my eye to go quickly to the building, I know right away when my eye hits that building by the size and shape of it whether there's a convenience in there. So I don't see that the case is being made adequately for this much of a sign. Since you're not advertising it in the media so that I would learn about this without ever having been there, I don't see the value of the sign in the way that you are, or Chevron is requesting it. I think you could all the things that you are doing, and I commend Chevron for this effort, I think it is a very positive thing, and this store happens to be very close to my house and I like that. But all I would need in any Chevron that has an ExtraMile would be a logo that big around in the colors that you have already designed it, that is on the sign, the traditional Chevron sign that I recognize and obviously use, and I would know what's in there. And that's really what I would support here.

Mr. Bauer: Other Board comments?

Mr. Gavigan: Mr. Chairman?

Mr. Bauer: Mr. Gavigan.

Mr. Gavigan: Mr. Garcia, thank you for the wonderful presentation. I don't know which way the vote is going to go this evening, but you've definitely picked up another customer. The only comment I have is that, from where I'm sitting, it seems to me that your company is really asking us to do something as a City that we typically do not allow. All of the reasons you've given us are excellent reasons; I truly do believe that this is an exceptional offering in the form of a market, but I simply cannot support the Chevron and the ExtraMile appearing as shown on your current sign. I do support the sign being used 50% to show gasoline and the other 50% somehow being used to show the additional information. Thank you for the presentation.

Mr. Garcia: Thank you.

Mr. Bauer: Other Board comments?

Mr. Valenzuela: Mr. Chairman?

Mr. Bauer: Mr. Valenzuela.

Mr. Valenzuela: I would have to assume that the intent of Chevron is to include an ExtraMile Market at every outlet similar to what Texaco does with StarMart and Mobil does with On-The-Run. And I think we've come to the point where we expect those convenience marts in those gasoline facilities.

We know if we go into a Texaco, we're going to a StarMart, and I think that, since this is a new venture, that that will occur with your facility also. I think the heart of the matter is that we generally allow a three-panel sign such as this in a co-branded situation if there's a McDonald's or some other outlet inside that convenience store, but that's not occurring in this situation.

Ms. Bogart: Mr. Chair?

Mr. Bauer: Ms. Bogart.

Ms. Bogart: I'd like to add that I am a customer of your store now. I did stop by the other day, and had a wonderful experience there, but I do need to support the Board's comments that the sign, the ExtraMile, is very visible from the street. Every time I drive by I look in that direction to see if I can see ExtraMile from all the directions, and I can, I've see the ExtraMile on the building every time I drive past. I, too, live in the neighborhood, so I drive past daily. But, as you were flipping through the drawing book there, I noticed a little sign that had a tiny Chevron sign and a large ExtraMile, and I wondering if you could flip through them one more time and see if that might be something...and you went past it so quickly, it might not apply at all, I don't know.

Mr. Garcia: Might it have been this right here?

Ms. Bogart: Oh, OK, that may have been it.

Mr. Garcia: This one right here is actually larger. You wouldn't want this one.

Ms. Bogart: No, OK, never mind.

Mr. Garcia: If I understand staff, staff was willing to, if we could come up , I'll have to go back and check with our building department, but you're saying if we can come up with something like this, that we could work something like that out. OK, I'll check with our project managers and see what we can come up with.

Mr. Voss: Mr. Chairman?

Mr. Bauer: Mr. Voss.

Mr. Voss: Question for Mr. Venker: The address addition on the top of this sign, as it is presented. Is that a requirement, or is that just a....

Mr. Venker: It is a requirement that address numbers be located on any freestanding here in the city.

Mr. Voss: That doesn't have to be at the top?

Mr. Venker: Correct.

Mr. Voss: Is it unusual for it to be at the top?

Mr. Venker: We see them on the blade edge facing the street; we see them across the bottom of the sign; we see them at the top of the sign. It really depends upon the construction of the cabinet or the sign itself. In the majority of cases it is on the base underneath the sign itself.

Mr. Voss: I guess that's where my preference is, and I'm more used to seeing the address sign being put on the foundation of the sign, so it's a little more, it's not hidden, but it's not the prominent feature of the sign. In this case, one thing that struck me when I was reviewing the packet was, you have all these numbers of prices of gasoline and there's numbers of address also mixed up with that, and to me that just doesn't come across very well. Possibly a way to help reduce the impact of the sign would be to shorten the height by the 8 or 10 inches that that's taking and relocate the address down on the base. I do support your recommendation with regards to going 50-50 in rearranging the priority of that sign. Just a suggestion, you might think about relocating that address to try to de-emphasize that and shorten the height of the sign.

Mr. Bauer: Other Board comments, or a motion?

Mr. Valenzuela: Mr. Chairman?

Mr. Bauer: Mr. Valenzuela.

Mr. Valenzuela: I would like to make a motion to deny DRB00275.

Mr. Bauer: It's a motion to deny as opposed to.....

Mr. Valenzuela: Excuse me, Mr. Chair. I'd like to modify that motion. I would like to move for approval subject to the following conditions: 1) modify signs a. to utilize 50% of the sign to identify price information. The remaining 50% of each sign to be used to identify the name of the store and Chevron, in a stacked configuration. Essentially, I'd like to make a motion for approval based on the staff's conditions.

Mr. Bauer: Those are stipulations 1, 2 and 3, the second condition being: Obtain variances to include advertising copy on the freestanding signs; and stipulation 3 to obtain sign permits prior to installation of signs. Is there a second?

Mr. Gavigan: Second.

Mr. Bauer: It has been moved by Board member Valenzuela, seconded by Board member Gavigan, to approve subject to those three stipulations. Board comments?

Mr. Regner: Mr. Chair?

Mr. Bauer: Mr. Regner.

Mr. Regner: Question for the motion maker: Is the term stacked necessary in your motion, or some joint configuration?

Mr. Valenzuela: I think I would just like to follow the recommendation of the staff in this matter.

Mr. Bauer: Other Board comments? Hearing none, we have a motion for approval and a second, subject to stipulations. All those in favor of this motion, signify by saying aye. (Board members 6-0 stated aye) Opposed? Passes unanimously. Thank you Mr. Garcia.

Mr. Garcia. I'll go ahead and I'll work with staff to come up with something.